

FAX

R.J. Reynolds Tobacco Co.
400 Raritan Center Parkway Suite D
Edison, NJ 08837

Date: 12/17/97

Number of pages including cover sheet: 4

To:	Pine Lesser & Sons Inc. <i>Don Lesser</i>
Phone	973-478-3310
Fax Phone	973-478-3710
CC	Greg Mitchell Mike Cobucci

From:	Lanny Wolfe
Phone	732-225-4774
Fax Phone	732-417-9076
Voice Mail	1-800-757-8255 Ext. 48795

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

There will be three promotions in January, 1998: Winston .70 off two pks and Doral \$1.00 off two pks both in high volume accounts and Salem .30 off pk two ctn display for low volume accounts.

You will receive approximately **\$2,485.00** (.13 per ctn Cat II and III on total RJR January volume) if you:

- Report each January promotion on disc accurately (see attached sheet).
- Pack and deliver each promotion to at least 80% of accounts on attached list within three weeks of delivery date.
- Return attached list with refusals to Lanny Wolfe within four weeks after delivery date.
- Insure Jan - June, 1998 RJR Share of Savings does not go below -2.0% from base.

Attached is the information you will need to work the January Salem get .30¢ off 1 Pack promotion. Information for the other promotions will follow.

If you have any questions please let me know.

Thanks,
Lanny

51849 2322



R.J. Reynolds Tobacco Company
January 1998 DPC Promotion

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	SALEM 30¢ off 1 Pack DPC (2 Carton Display)
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Display Packing

2 ctns Salem FF KS **Black Lined** and stickered .30¢ off per pack

Disc Reporton

⇒ Following are standard RJR Promotion Descriptions. **It is important that these be entered correctly since RJR Whole sale Partners performance payments will be based on promotions reported.**

*NOTE: 'Reported Correctly' means that on the UIR (Unique Identifier Record) of the data file:

1. **Brand Descriptions** must be complete
2. **Promotion Indicator** must be 'Y' for all promotions
3. **Promotion Descriptions** must be provided in the Promotion Description Field (not the Brand Description Field) exactly as listed. **If the promotion description is not exact, including spaces, placements will not be reported for that promotion. After the promotion description is properly entered, you may add an optional description if you wish.**

Brand Description	Indicator	Required Promotion Description	Optional Description
SALEM KS	'Y'	SAL Q1 DPC DPLY	

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the partners Help Desk at (800) 230-9732.

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**R.J. Reynolds Tobacco Company
January 1998 DPC Promotion**

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	SALEM 30¢ off 1 Pack DPC (2 Carton Display)
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Billabel Cartons	2 ctns Salem FF KS
Allocation (cs)	1 case Salem FF KS (12M)
<u>\$ Amount</u>	<u>\$ 754.55</u>
Delivery Date	December 29, 1997
Displays	22
Display Assembly Timing	Immediately
Displays Shipped to Retail	<ul style="list-style-type: none">➤ Send displays automatically to accounts on attached list beginning week off 12/29/97➤ Complete distribution of displays to at least 80% of accounts on list by 1/19/98➤ Cross out any account that refuses promotion, sign, date, and return list to Lanny Wolfe for payment by 1/29/98
Packing and shipping payment	28.00 per 12M case of Live product

 Voice Mail 800-757-8255 mail box #48795 if you have any questions.

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ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
273738	BEEKMAN LIQUORS	246 ROCK RD	GLEN ROCK	NJ	07452	201 445 0712
734567	CARMELLAS COOKIE INC	770 VAN HOUTEN AVE	CLIFTON	NJ	07013	201 779 2288
582800	CEDAR GROVE LIQUORS	597 POMPTON AVE	CEDAR GROVE	NJ	07009	973 239 1068
179786	DASON PHARMACY CO.	287 N MAIN ST	SPRING VALLEY	NY	10977	914 352 1800
273771	ELMERS COUNTRY STORE	359 E SADDLE RIVER RD	UPR SADDLE RV	NJ	07458	201 327 1926
770922	FONTANAROSA DELI MKT	86 LINCOLN AVE	TOTOWA	NJ	07512	201 942 7784
771108	FRANKLIN LAKES DELI	436 PULIS AVE	FRANKLIN LAKES	NJ	07417	201 891 4464
410824	GIENOZZO'S DELI	302 JACKSON AVE	WEST PATERSON	NJ	07424	201 523 3307
771577	HALEDON DELI	315 BELMONT AVE	HALEDON	NJ	07508	201 942 9521
669179	HAMBURG GETTY	6 RT 23	HAMBURG	NJ	07419	201 209 8661
273320	MC DERMOTT'S DRUG	433 UNION AVE	PATERSON	NJ	07502	201 790 8486
720819	MCBRIDE FOOD MAR&DEL	500 MCBRIDE AVE	WEST PATERSON	NJ	07424	201 977 8666
486266	MCBRIDE LIQUORS	1019 MCBRIDE AVE	WEST PATERSON	NJ	07424	201 256 3285
399603	NAZIMEKS MARKET	567 VAN HOUTEN AVE	CLIFTON	NJ	07013	201 777 2038
570999	NOVELLO'S DELI	421 BROAD ST	CLIFTON	NJ	07013	201 340 5400
273440	PARUTA'S, INC.	89 MARKET ST	PATERSON	NJ	07505	201 684 2943
399734	PASSAIC PARK LIQUOR	184 MAIN AVE	PASSAIC	NJ	07055	201 778 8818
400777	PILGRIM LIQUORS	283 POMPTON AVE	VERONA	NJ	07044	973 239 4322
401410	PINKS PHARMACY	RT 206 SUTTON PAR	FLANDERS	NJ	07836	201 584 1900
273677	RAMSEY LIQUORS	41 W MAIN ST	RAMSEY	NJ	07446	201 327 0353
586284	SCERBO LIQUORS	111 MONROE ST	BOONTON	NJ	07005	201 334 3364
770540	THE GREETING PLACE	1221 VAN HOUTEN AVE	CLIFTON	NJ	07013	201 777 7630
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TRANSMIT CONFIRMATION REPORT

NO.	:	026
RECEIVER	:	19734783710
TRANSMITTER	:	R.J,REYNOLDS TOB 12
DATE	:	DEC 18'97 14:17
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PAGES	:	04
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